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## FOR IMMEDIATE RELEASE

# Adobe Lightroom Mobile Brings Professional-Class Photo Tools To iPad

**Creative Cloud Photography Program Now Includes Photoshop, Lightroom and Lightroom Mobile for HKD \$68 per Month; Seamlessly Syncs Edits Between Mobile and Desktop**

**Hong Kong — April 9, 2014** — Adobe (Nasdaq:ADBE) today announced the availability of Lightroom mobile, a companion app to Lightroom desktop software, only available as part of Adobe Creative Cloud. The new Lightroom mobile app brings powerful Lightroom tools to the iPad, delivering photography essentials – such as non-destructive processing of files – and utilising new Smart Preview technologies to free professional-class photo editing from the confines of the desktop. Lightroom mobile is built on a powerful synchronisation architecture, designed specifically for photos, and provides the most efficient way to manage and edit images across desktops, mobile devices and the Web.

Lightroom mobile is available as part of the Adobe Creative Cloud Photoshop Photography Program. For HKD \$68 per month, photographers have access to Lightroom 5 and Photoshop CC on the desktop as well as Lightroom mobile on iPad.

"With the launch of Lightroom mobile, we've unlocked professional-class photographic workflows from the confines of the desktop," said Winston Hendrickson, vice president products, Creative Media Solutions, Adobe. "Lightroom and Photoshop redefined digital photography on the desktop and now, photographers can perfect images, wherever they are and, via Creative Cloud, seamlessly synchronise them back to their desktop catalog."

Lightroom mobile and the photography optimised synchronisation architecture puts the powerful tools from Lightroom 5 at photographer's fingertips, including:

- Sync mobile edits, metadata and collection changes back to the Lightroom catalog on a Mac or Windows computer
- Automatically import images captured on an iPad and sync back to a Lightroom catalog on the desktop
- Work on images, even when your iPad is offline, for a truly portable experience
- Sync photos between Lightroom 5 and Lightroom mobile; synced photos can also be viewed from any Web browser

"Adobe Lightroom mobile transforms the way I am able to work with my photographs because now I can review and process photos when I'm comfortable and creative, and not just when I'm at my computer," said Jeff Carlson, [educator](#) and author of *The iPad for Photographers* and *Adobe Lightroom mobile: Your Lightroom on the Go*. "It also works as a malleable photo portfolio on my iPad. As I add or remove images from a collection in Lightroom mobile or on the computer, the changes stay synchronised. When I need to show my work those photos are already set up to be viewed."

## Pricing and Availability

The Photoshop Photography Program (HKD \$68 per month) includes Lightroom 5, Photoshop CC, Lightroom mobile and a public portfolio site through Behance. Any members of Creative Cloud complete plan or Photoshop Photography Program automatically receive access to Adobe Lightroom mobile. Lightroom mobile is immediately available for iPad 2 or later running iOS 7, from the Apple App Store and requires Lightroom 5.4 for Mac or Windows.

For information about product features, upgrade policies, pricing and language versions, please visit: [www.adobe.com/go/lrmobile](http://www.adobe.com/go/lrmobile).

### **About Creative Cloud**

Creative Cloud is a rethinking of the entire creative process and an industry-defining shift in creative expression and inspiration, where members can explore, create, publish and share their work across devices, the desktop and the Web. With Creative Cloud membership, users also have access to: a vibrant global creative community; publishing services to deliver apps and websites; cloud storage and the ability to sync to virtually any device; and new products and exclusive updates as they're developed. Membership plans start from as little as HKD \$68 per month.

### **Helpful Links**

- Lightroom mobile video: [Unlocking Photography from the Desktop](#)
- Lightroom mobile video: Tutorials with Julieanne Kost
  - [Showcasing & Sharing your photographs](#)
  - [Setup, Collections and Flags](#)
  - [Managing Collections and Auto Import from Camera Roll](#)
  - [Cropping, Adjustments and Presets](#)
- Lightroom mobile [blog](#)
- Lightroom mobile [product video](#)
- [Lightroom mobile on Adobe.com](#)
- [Get Started with Lightroom mobile](#)

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